



# Local Lines

Shrewsbury Electric and Cable Operations  
508-841-8500



What's  
Happening at  
SELCO  
June 2006

## SELCO Summer Hours

SELCO's summer office hours are 7:30 am to 4:30 pm Monday through Friday, Beginning May 22, 2006 and ending September 8, 2006.

## Help Us "Beat the Peak" During Extreme Heat

During times of peak electric load, an icon will appear on [www.shrewsbury-ma.gov](http://www.shrewsbury-ma.gov) and on the Weather Channel (SELCO Ch. 12) notifying residents to curtail nonessential use of electricity.



The "Beat the Peak" alert will typically be triggered during extreme hot weather when residents are more likely to use air conditioners heavily.

## Swimming Pool Energy Conservation Tips

- **Use a Cover** – Covers reduce temperature loss during non-use. Solar covers can add up to 10°F.
- **Heat Costs Money** – Set pool temperature at 78°F.
- **Install a Timer** – A programmable timer will regulate pump operation. You can even set it to run during the off-peak hours of 10 a.m. to 5 p.m. or 9 p.m. to 6 a.m.

## SELCO and HELPS Offer Home Energy Audit

SELCO provides Home Energy Loss Prevention Service (HELPS) to residential customers to help identify ways to save energy. HELPS is free and provides a home energy audit that will give customers a detailed report on the conservation measures that will help them save the most energy.

The HELPS auditor will also explain the incentive program available to customers who install the measures recommended in the audit.



The HELPS incentive is provided to customers who implement recommendations made in their free home energy audit offered by SELCO. The incentive is worth 1/3 of the cost of the HELPS-suggested improvement, up to \$300. The customer is responsible for selecting and hiring a contractor, or doing the work on their own.

Here are some improvements HELPS might suggest to make your home more energy efficient:

- Insulation
- Air Sealing
- Window Replacement
- Heating System Replacement
- Programmable Thermostat
- Bathroom Ventilation

For more information call HELPS toll-free at 1-888-333-7525 or 1-888-335-7203 to speak with one of our conservation staff.

## Welcome to the World of HDTV

### What is HDTV? And how is it different from traditional TV?

HDTV is a specific digital television (DTV) format. HDTV provides high-resolution programming. A traditional TV picture is made up of horizontal lines on the screen; an HDTV picture can have more than twice as many lines, allowing for stunning picture detail.

HDTV uses a "widescreen format." The HDTV screen's proportions are similar to a movie theater screen. HDTV programs can include surround sound, the same digital sound system used in many movie theaters and on most DVDs.

### Plasma vs. LCD

Plasma TVs are generally only available in larger sizes, while LCD TVs have a wider range of sizes available. Plasma TVs have a wider viewing angle than most LCD TVs. Both types of HDTV are known for a sharp picture and vibrant color. Plasma TVs are said to have greater contrast levels. Prices for both types of HDTVs are decreasing rapidly, but in general Plasma TVs cost more than LCD.

### SELCO HDTV Service

To get HDTV service from SELCO you need an HDTV Digital box installed by one of our service technicians. SELCO currently offers 12 basic HD channels, plus five premium HD channels. Call SELCO at 508-841-8500 for more information on our HDTV service options.

### Digital TV and HDTV

For more information on Digital TV and High-Definition TV, please visit [www.dtv.gov](http://www.dtv.gov)





## 2<sup>nd</sup> Annual Arbor Day Event a Success

On Friday April 28<sup>th</sup> and Saturday April 29<sup>th</sup> SELCO held it's 2<sup>nd</sup> Annual Arbor Day Celebration. On April 28<sup>th</sup> SELCO employees and community volunteers revitalized the landscaping at Oak Middle with plants donated by SELCO.



State Sen. Ed Augustus (left) and SELCO Programming Manager Tom Desilets helped plant more than 25 shrubs at Oak Middle School on Arbor Day.

On April 29<sup>th</sup> SELCO held a free tree giveaway at Oak Middle School from 9 am to 1 pm. We gave away more than 2,000 free trees to Shrewsbury residents and to the Garden Club to be planted at Prospect Park.

Our five Tree Lottery winners are: Hair Boutique, Laura Spangenberg, Chloe Huang, Annmarie Costa, and Josephine DePalma. Each winner will receive a tree from Shrewsbury Nurseries courtesy of SELCO. Congratulations!

## How SELCO Works for You

Frustrated with high gas and home heating oil prices? Feel intimidated by big oil companies? Lack understanding of what's causing market fluctuations?




At SELCO, we have a responsibility to all our customers to navigate the complex electric energy markets to provide reliable and low cost electricity.

Beginning in 1997, the electricity market in New England moved from a product that was bought and sold based upon the cost of production to a "commodity" like gold, wheat or gasoline, where the price is set by the laws of supply and demand and sold to the highest bidder. Sound complex? It is, but that's our job at SELCO. And working in partnership with other municipally-owned electric systems we strive to keep electric costs as low as possible.

The cost of oil and natural gas drive the price of electricity. SELCO has energy contracts of varying lengths of time, joint ownership in the Seabrook nuclear power plant and other power plants to help stabilize our cost. We also purchase electric energy on the daily "spot" market. Diversity in fuel, contracts and power plants limits price risk.

The next time you "flip the switch," see the light and think of how SELCO is working for you.

## How do I use Video on Demand (VOD)?

For customers new to Digital Service, SELCO has put together a 10-minute instructional video on how to use Video on Demand. Push the **GUIDE** button on your digital remote to activate the VOD menu, then using the  button, move to the second menu item "How to Use VOD." Press the **SELECT** button, then the **B** button to begin playing the video.

You can manipulate the VOD movie/title with VCR-like functions (Play, Pause, FF, Stop, Rewind) using the keys on your remote control.



*Treat your family to*  
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**SELCO HAS PREMIUM CHANNELS**  
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